

POLICY ON PROGRAM OUTREACH

North Carolina has a very active and dynamic conservation program that depends on a strong partnership between federal, state, and county levels of government. Each level of government provides ~~technical assistance~~~~staff~~ and financial resources to the conservation program. These resources have had and continue to have a significant impact on improving the quality of the state's water, soil, wildlife, and other natural resources, while improving the overall quality of the environment for the benefit of all citizens.

The success of conservation programs is dependent upon the partnership's one-on-one relationship with land users who are the decision makers for conservation of natural resources. Significant conservation accomplishments have been made by a variety of decision makers to include large and small land users, those of different ethnic origins, those economically disadvantaged and those with adequate fiscal resources, male and female, both absentee landowners and those who farm in their own backyards. The overall continued success of the conservation program depends on the partnership's ability to effectively deliver conservation programs to all potential customers and clients, making them aware of program opportunities and encouraging their participation.

The North Carolina Soil and Water Conservation Commission endorses and actively supports the development and implementation of a dynamic outreach program to improve the delivery of conservation programs to all potential customers and clients. Each local soil and water conservation district is encouraged to evaluate its present program delivery strategies and use a process of "locally led conservation" to develop and implement strategies ~~e~~insuring all citizens of North Carolina have equal access to conservation programs, ~~staff,~~technical assistance and financial resources, in particular those citizens who qualify but may not have participated previously.